



DEPARTMENT OF ARCHAEOLOGY & HISTORIC PRESERVATION

Protect the Past, Shape the Future

The Main Street Approach[®] to Downtown Revitalization





Why Downtowns Are Important

- Employment Center
- Business Center
- Civic Center
- Tax base
- Historic area
- Shopping and service center
- Private and public investment
- Tourism draw
- Provides the city with a sense of community and place
- "Original Green"



What Happened to America's Main Streets?



Suburbanization



Federal Policy



Shifts in Retail Practice



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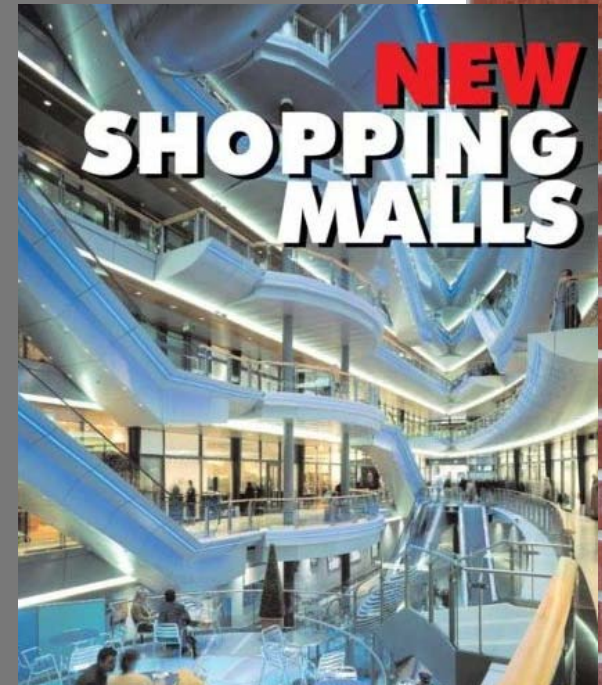
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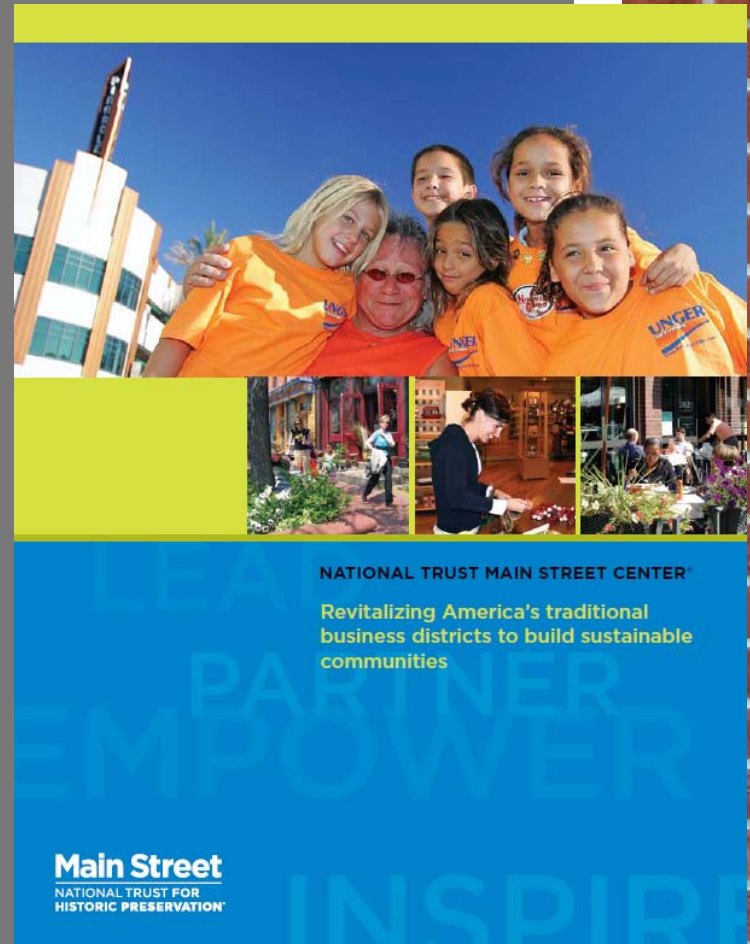
MAIN STREET



NATIONAL TRUST
for HISTORIC PRESERVATION

The Main Street Four-Point Approach TM

- 1) Organization
- 2) Design
- 3) Economic Restructuring
- 4) Promotion



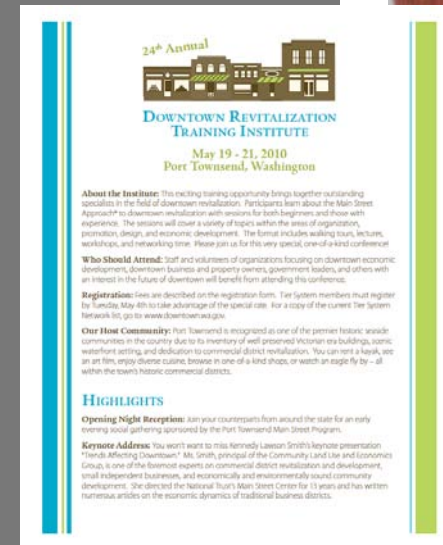
Organization (1)

- Partnerships
- Fundraising
- Volunteer Development
- Communication



Las Vegas, NM

(c) National Trust for Historic Preservation



Design (2)

- Building Rehab
- Education
- Visual Merchandising
- Public Improvements
- Parking and Transportation
- Safety



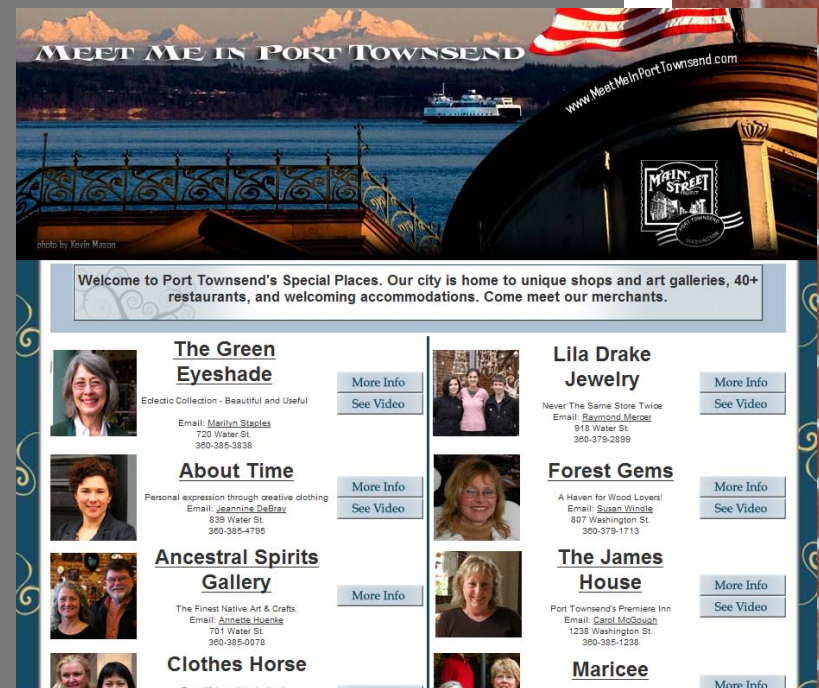
Economic Restructuring (3)

- Business Retention and Recruitment
- Finance & Financial Incentives
- Property Development
- Identifying New Economic Uses



Promotion (4)

- Special Events
- Retail/Business Generating Activities
- Image Building





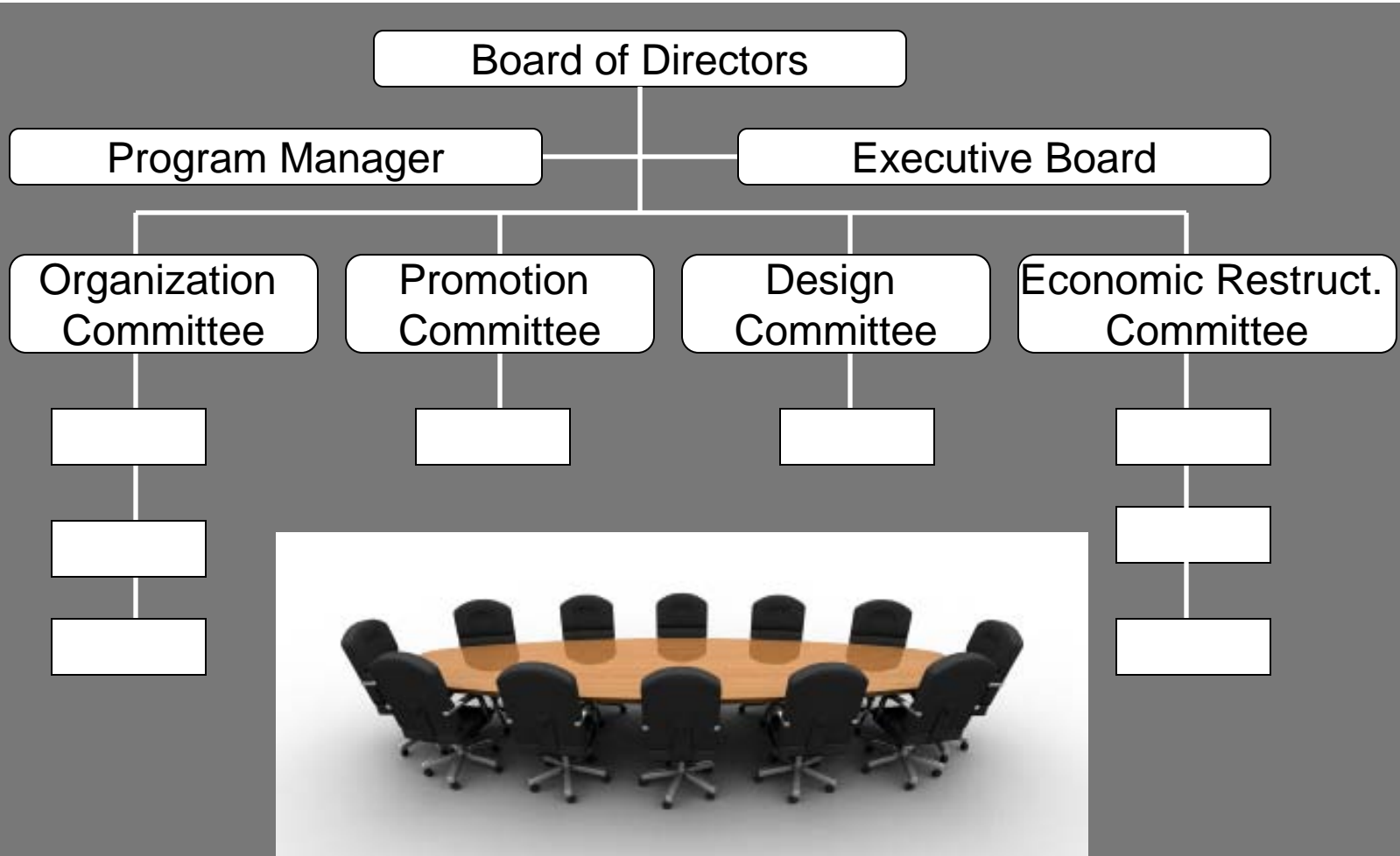
Stakeholders

- Residents/Consumers
- Property Owners
- City/Co./State Govt.
- Retail Business Owners
- Service Business Owners
- Financial Institutions (or) "corporate buddy"
- CDC's
- Neighborhood Associations
- Social Service Agencies

- Church (faith based development)
- Preservationists
- Chamber of Commerce
- Utility Companies
- Media (neighborhood/targeted)
- Civic Clubs
- Schools
- Regional Planning Commissions



Organizational Structure





Work Plans

- Goals/Objectives
- Outcomes
- Projects
- Tasks
- Timetable
- Responsibility
- Budget



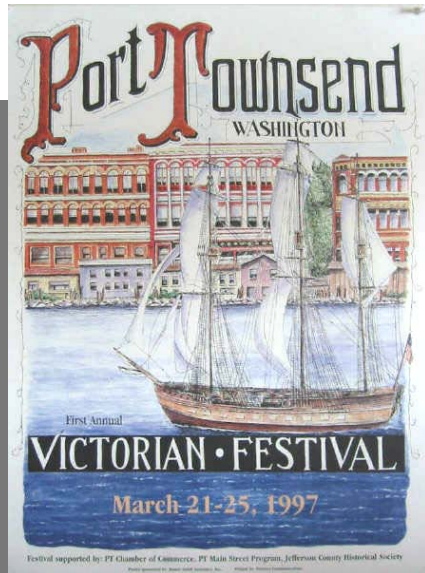
Case Study: Port Townsend

- 244 New Businesses
- 534 New Jobs
- 167 Building Rehab Projects
- \$38,705,073 Rehab Investment

*Key Strategy:
Historic
Preservation*



Port Townsend



Port Townsend

Before



After





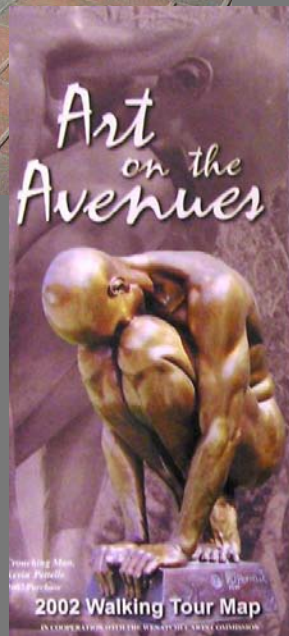
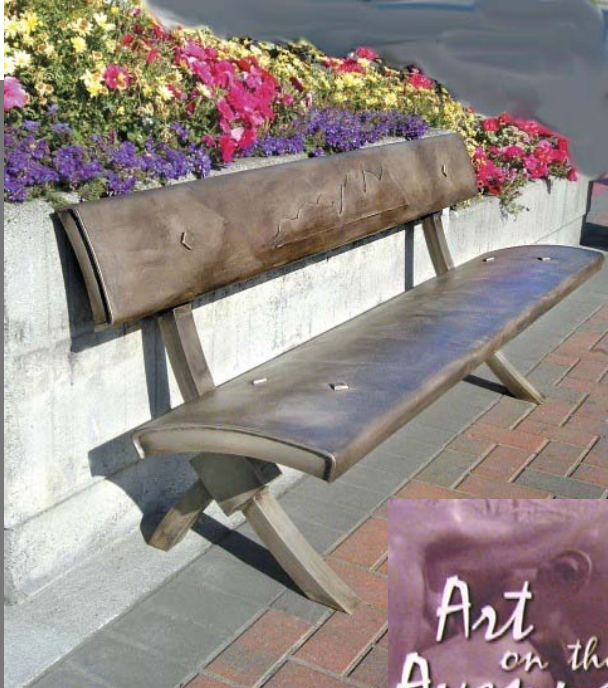
Case Study: Port Angeles

- 462 New Businesses
- 1177 New Jobs
- 294 Building Rehab Projects
- \$19,686,840 Rehab Investment

Key Strategy: "The Arts"



Port Angeles



A self guided tour...

You don't have to go indoors to see quality art in Wenatchee. Thanks to Art on the Avenues, you can experience extraordinary sculptures by just strolling downtown or along the riverfront trail.

Art on the Avenues' 48 sculpture exhibit has something to please everyone. Plan an afternoon tour with summer visitors, or bundle up your family for a brisk winter jaunt to walk off a holiday feast! Take your children's group to see some of the whimsical pieces strategically placed throughout the community, such as *Puffed Up Prince* or *Harvest Moon Ball* at the Wenatchee Public Library. Or have your picture taken with *Coyote Reading a Candy Wrapper* on the steps of the Wenatchee Valley Museum and Cultural Center.



Indoors

It's easy to take the tour with our self-guided map and brochure. While you're looking, make a note about your favorite piece for our People's Choice and Kid's Choice awards. And don't forget many pieces in our exhibit are for sale. Art is a pleasurable investment. Imagine how that sculpture would look in your office or living room!

www.artontheavenues.org





Case Study: Kennewick

- 67 New Businesses
- 212 New Jobs
- 41 Building Rehab Projects
- \$9,652,410 Rehab Investment

*Key Strategy:
Facade
Improvements*



Kennewick



Kennewick

Before



After



Kennewick

Before



After



Lessons Learned

- Need to be comprehensive in approach
- Need to build on a sense of authenticity
- Need to build partnerships between all segments of the community
- Need to implement an incremental approach
- Need to be action oriented and vision based
- Need to have a core group of people committed to working together





Organizing a Successful Downtown Revitalization Program Using the Main Street Approach



STATE OF WASHINGTON
DEPARTMENT OF COMMUNITY, TRADE AND ECONOMIC DEVELOPMENT
MAIN STREET PROGRAM





Washington State Main Street Program

- Specialized Technical Assistance
- “Tier System”
- Downtown Institute
- Workshops and Trainings
- Main Street Tax Credit Incentive Program
- Resource Center

